

# Healthy Corner Stores; *a Pitt County Perspective*



# Benefits of a Healthy Corner Store Initiative



# Customer Intercept Reports

## Store:

\*Based off 20 customer surveys

### Characteristics of Customers

Average age: 37.9 years

Gender: 65% male, 35% female

Average # of household members: 2.8 people

Average # of children under age of 12: 0.8 children

### Race:

- 85% African American
- 10% Latino
- 5% White

### WIC/Food Stamps:

- 10% WIC
- 40% Food Stamps
- 50% Neither

### Store Preferences:

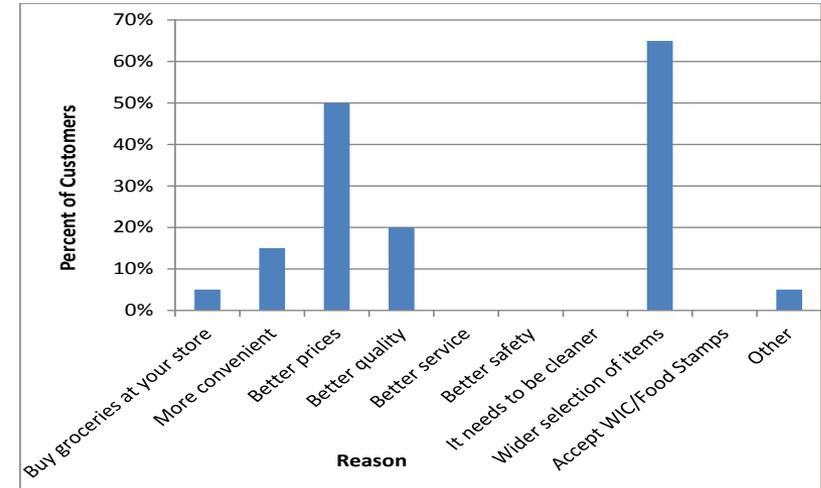
Types of stores where customers shop:

- 100% Supermarket/Grocery Store
- 100% Corner Stores
- 50% Drug Stores
- 100% Dollar Stores
- 30% Farmer's Market
- 25% Community/Private Garden
- 25% Food Pantry
- 35% Church/community center
- 15% Other

Reasons for shopping at store where they most frequently buy food:

- Wide selection of items (95%)
- Close to where I live (90%)
- Good quality (90%)
- Good prices (85%)
- The store is clean (85%)

## What would help customers buy more groceries at your store?



## Foods customers typically purchase now:

- Milk: **Whole - 80%**, 2% milk- 15%, 1% milk- 0%, Skim- 0%, Don't Buy- 5%
- Soda: **Regular- 60%**, Diet-15%, Don't Buy-25%
- Juice: Fruit flavored-30%, 100% **juice- 55%**, Don't Buy- 15%
- Bread: **White- 75%**, Whole Wheat- 25%
- Chips: **Regular- 75%**, Baked- 20%, Don't Buy- 5%
- Fruit: **Fresh- 75%**, Canned- 20%, Don't Buy- 5%
- Vegetables: **Fresh- 65%**, Frozen- 15%, Canned- 20%

## Percentage of customers that would be very or somewhat likely to buy:

**Fresh fruit at your store: 100%**

**Specific fresh fruits they would buy:** Apples, oranges, grapes, bananas, peaches, strawberries

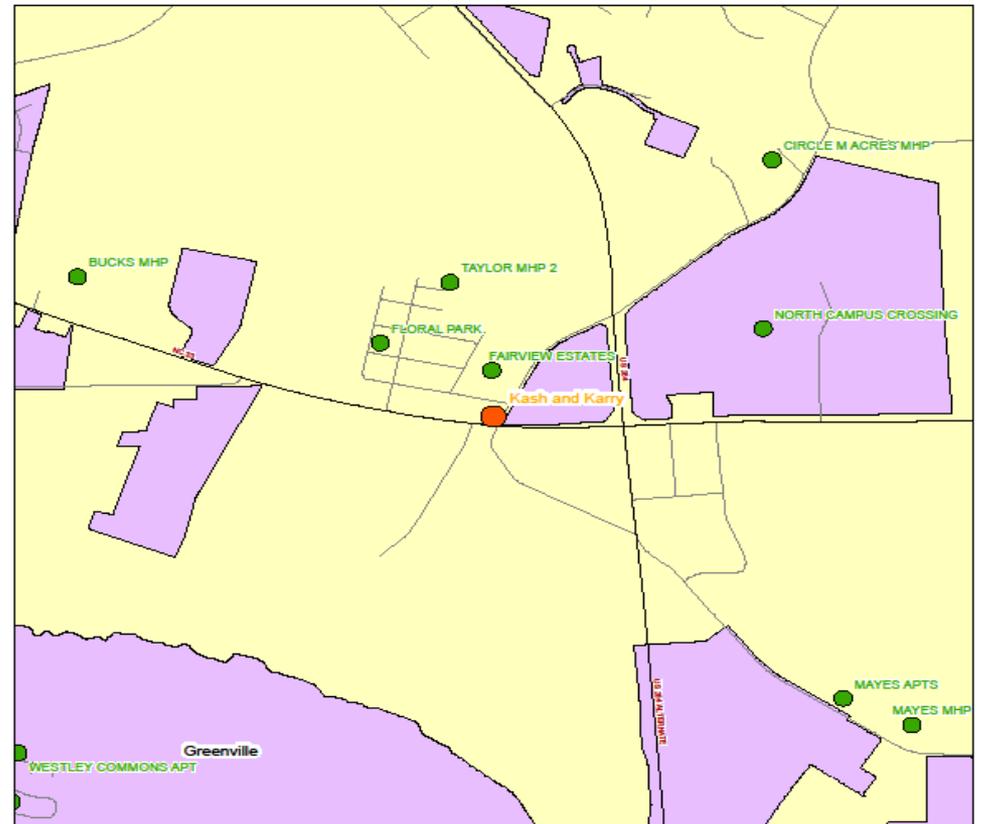
**Fresh vegetables at your store: 85%**

**Specific fresh vegetables they would buy:** Collards, cabbage, carrots, cucumbers, broccoli

# GIS Maps

- Partnered with local planning department to map locations of the following:
  - Corner Store
  - Schools
  - Housing developments

## Kash and Karry



### Legend

- School Locations
- Subdivision Points
- Corner Stores
- Major Roads
- Secondary Roads
- County Boundary
- City Limits

0 750 1,500 Feet

1 inch equals 0.25 miles



Map Composed By:  
Pitt County Planning Office  
May 2011

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# Implementation

- Store Owner signed MOU with the Health Department.
- Developed a Product Menu for the owners/managers to determine what interventions they wanted to incorporate.
- Partnered with the store owner to make changes in store.
  - Worked with owners on assessing their needs for equipment/supplies.
  - Developed strategies to help market the healthier options.

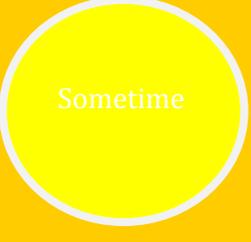
# 4 P's of Marketing Strategies

Strategy	Product	Place-ment	Price	Prom-otion	Strategy Used in Local Corner Store with intervention
Store owner education on what products are considered healthy- Gittlesohn et al. <sup>6</sup>	X				<b>YES:</b> CPPW staff provided in-store education for owners on what products were considered healthy and why
Provide training for store owners: stocking, placement, and displaying healthy food - Gittlesohn et al. <sup>6</sup>	X	X		X	<b>YES:</b> CPPW staff provided in-store training in effective methods for stocking and displaying healthy foods
Use focus groups to identify affordable healthier alternatives community might purchase - Gittlesohn et al. <sup>6</sup>	X		X	X	NO
Use incentive cards or coupons- Gittlesohn et al. <sup>6</sup>			X	X	<b>Yes:</b> Provided coupons for healthier food items
Use shelf labels (lower in fat, lower in sugar etc.)- Gittlesohn et al. <sup>6</sup>				X	<b>YES:</b> Stoplight campaign implemented with red, yellow and green dots on food items to indicate nutritional value
Create brief interactive nutrition education sessions at stores - Gittlesohn et al. <sup>6</sup>	X			X	NO
Do in store taste testing - Gittlesohn et al. <sup>6</sup>	X			X	<b>YES: Will conduct</b> taste testing of healthier food items
Posters advertising healthier foods- Gittlesohn et al. <sup>6</sup>				X	<b>YES:</b> See Stoplight campaign
Healthy recipes provided for items found in store- Gittlesohn et al. <sup>6</sup>	X			X	<b>YES: Will provide</b> recipes cards during taste tests
Provide transportation to corner stores through shuttle service- Cassidy & Mohan <sup>14</sup>		X		X	NO
Establish an incentive program that includes a financial subsidy for store owner that would cover the profit loss that might result from increasing product mix - Bodor et al. <sup>9</sup>	X	X	X		NO
Add additional refrigeration space for healthier items - Ashbrook et al. <sup>15</sup>	X	X			<b>YES:</b> Cooler provided specifically for healthier food items
Provide culturally acceptable healthier options - Laska et al. <sup>13</sup>	X			X	<b>YES:</b> CPPW Grant has partnered with local farmers and CSAs to provided culturally acceptable healthier options
Increase availability of 'initial' foods (those customers are willing to buy) Song et al. <sup>18</sup>	X			X	<b>YES:</b> Corner Store owner is using survey results as a guide to inform what healthy foods customers are willing to buy
Increase amount of self-space for healthier food items - Farley et al. <sup>16</sup>		X			<b>YES:</b> Local corner store now has a produce cooler
Add display stands or place items in prime location- Curhan <sup>17</sup>		X		X	<b>YES:</b> More shelf space used for healthier items such as produce, yogurt etc.
Make produce prices comparable with competing supermarket prices- Jetter & Cassidy <sup>18</sup>			X	X	<b>YES:</b> Produce prices were comparable to supermarkets such as Food Lion
Lower prices on healthier snack foods and produce- French <sup>19</sup>			X	X	<b>YES:</b> Fresh produce snacks (apples) lower in price than unhealthy snacks (chips)

# Product Strategies

- Provided education to store owners and staff on what is considered healthy options and why.
- In store training was provided to staff and owners on how to sell fresh produce.
- The customer intercept surveys helped the owners determine what produce to sell to their customers.

# Promotion Strategy

 <p>Rarely</p>	<p><b>Rarely Foods and Drinks:</b> These foods are high in calories, fat, sugar and/or sodium. <b>Eat Every Now and Then!</b></p>	<p><b>Examples:</b> <b>Grains-</b> Muffins, Breadsticks, Granola Bars, Biscuits <b>Protein-</b> Bacon, Ribs, Fried Chicken, Fried Fish <b>Fruit-</b> Canned Fruit in heavy syrup <b>Vegetables-</b> Fried Vegetables, Vegetables cooked in fat (fat back, margarine), French Fries <b>Dairy-</b> Whole Milk, Ice Cream, Cheez Wiz <b>Drinks-</b> Soda, Kool Aid, Sweet Tea <b>Snacks-</b> Potato Chips, Cookies, Candy Bar</p>
 <p>Sometime</p>	<p><b>Sometime Foods and Drinks:</b> These foods are high in many nutrients but many are higher in calories, fat, sugar and sodium than ANYTIME Foods. <b>Eat Sometimes!</b></p>	<p><b>Examples:</b> <b>Grains-</b> Sweetened Cereal, Stuffing, Low-fat Granola Bars, White Bread <b>Protein-</b> Eggs, Ground Beef, Peanut Butter <b>Fruit-</b> Canned Fruit in Light Syrup, Dried Fruit <b>Vegetables-</b> Vegetables cooked with Low-Fat (2%) Cheese <b>Dairy-</b> 2 % Milk, Low Fat Yogurt, Low-Fat Cheese <b>Drinks-</b> 100% Juice, Flavored Water <b>Snacks-</b> Baked Chips, Vanilla Wafers, Jell-O</p>
 <p>Anytime</p>	<p><b>Anytime Foods and Drinks:</b> These foods are part of healthy diet! They are low in fat, added sugar and/or sodium, and are excellent sources of nutrients. <b>Eat Every Day!</b></p>	<p><b>Examples:</b> <b>Grains-</b> Flour Tortillas, Whole Wheat Bread, Whole Grain Cereals, Oatmeal. <b>Protein-</b> Egg Whites, Pinto Beans, Lean (90/10 or 93/7) Beef, Fish, Lean Chicken <b>Fruit-</b> Fresh, Frozen, Canned packed in 100% juice or water. <b>Vegetables-</b> Fresh, Frozen, Canned packed in 100% water <b>Dairy-</b> Skim Milk, Fat Free Yogurt, Fat-Free Cheese <b>Drinks-</b> Water, Unsweet Tea, Diet Soda <b>Snacks-</b> Graham Crackers, Pretzels, Sugar-Free Jell-O</p>

# Promotion Strategy

Fresh,  
healthy  
food.



From us  
to you.

Healthy  
Corner  
Stores  
PITT COUNTY

Fresh,  
healthy  
food.



Find  
it here.

Healthy  
Corner  
Stores  
PITT COUNTY

# Promotion Strategy



**\$ 3**

## STOP-N-GO BUCKS

**\$ 3**



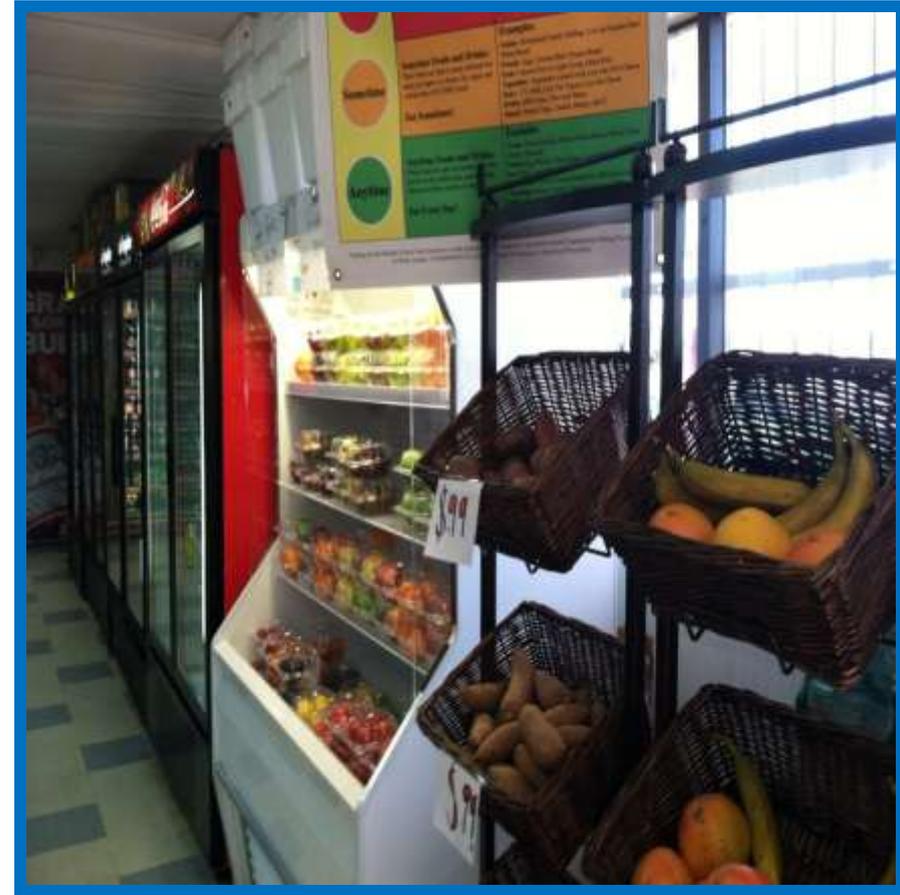
Take this coupon to one of the three Healthy Corner Store Locations and receive \$3 worth of fresh fruits and vegetables.

- Mark's Food Market (Pactolus Hwy/ Across from North Campus Apartments)
- Farmer's Fresh Market at Rountree (Hwy 903-towards Snow Hill)
- Carolina Country Fresh Market (House Road in Bethel)

**\$ 3**

**\$ 3**

# Placement Strategies



# Price Strategies

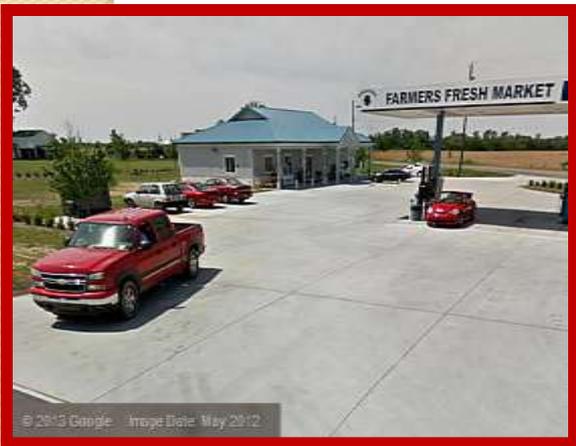
- Produce prices were comparable to supermarkets.
- Produce prices were lower than unhealthier snack like chips.
- Started dialogue between local produce farmers and the store owners.
- Used clam shells with visible price vs. weight measures (per pound).

# Barriers/ Challenges

- Lack of equipment or space to carry a variety of fruits and vegetables.
- Distribution Cost for owners
- Spoilage of produce
- Evaluation (Sale receipts)
- “Not one size fits all”
- Lack of knowledge regarding produce (temperatures and what needs to be refrigerated).

# Overcoming some of the Barriers

- Worked with store owners on marketing strategies that would be effective in their store
- Provided incentives to the store owners (i.e. equipment, shelves, and coupons)
- Provided trainings for the store owners and staff on selling fresh produce, healthy options, and product placement
- Developed dialogue between farmers and store owners and developed a steering committee



# Partners in Steering Committee

- Participating Store Owners or staff
- East Carolina University
- North Carolina Department Agriculture (NCDA)
- NC Cooperative Extension
- Active Living By Design
- Distribution Company
- Local Farmers/Representative
- Health Department Staff

# Resources

## Websites:

[www.healthycornerstores.org](http://www.healthycornerstores.org)

[www.healthyfoodaccess.org](http://www.healthyfoodaccess.org)

[www.foodtrust.org](http://www.foodtrust.org)

## Contact Information:

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